



SEE  
ME IN



10.17.2020

## SEE ME IN 2020 CLINIC SET UP GUIDE

The “See Me in 2020” project goal is to increase representation of the disability community in talent firms across the world. We can not continue to make strides in representation in advertising and media without ensuring brands have access to talent.

On October 17th, 2020, Changing the Face of Beauty is challenging the disability community and brands to come together for one day and photograph at minimum 500 people with disabilities around the world, providing them with professional headshots and empowering them to push for representation.

**We believe brands have the ability to change the future of the disability community by valuing them as a consumer in their advertising, and it is our mission to ensure they have the access to the talent.**

This guide will walk you through the necessary steps to organize a See Me in 2020 Headshot Clinic in your city.



## GETTING STARTED:

Thank you for your interest in organizing a Changing the Face of Beauty See Me in 2020 Headshot Clinic! October 17th, 2020 is going to be a day to remember because of you! Below, you will find everything you need to successfully organize a clinic in your city. If you have any questions, please feel free to contact Changing the Face of Beauty at: [clinic@changingthefaceofbeauty.org](mailto:clinic@changingthefaceofbeauty.org).

## SEE ME IN 2020 PRE-CLINIC CHECKLIST:

To ensure you have covered everything prior to your See Me in 2020 Headshot Clinic, please complete the below checklists.

### TO BE COMPLETED BY JUNE 30TH, 2020

- Secure location to hold photo shoot.
- Find a professional photographer(s) who is willing to donate their time to capture and edit high-resolution images of participating models, and deliver them to the models and CTFOB for promotional use.
- Have photographer(s) complete the Changing the Face of Beauty Photography Agreement Contract (included with this information packet).
- Determine the time for photo shoot on October 17th, 2020. In the past, successful clinics have set aside 4-6 hours to complete photos for each model.
- Submit the See Me in 2020 Clinic Organizer Application with time and location, photography contract(s), and list of volunteers to Changing the Face of Beauty at: [clinic@changingthefaceofbeauty.org](mailto:clinic@changingthefaceofbeauty.org).

### TO BE COMPLETED BY SEPTEMBER 30TH, 2020:

Once your application has been received and approved, we will release a web page dedicated to your See Me in 2020 Headshot Clinic. You will be able to use this web page to promote, as well as, register models for your headshot clinic. We require each model to donate \$20.00 to participate. This will be collected at registration. With this donation all models will receive images from the shoot to use for their own portfolio!

- Promote your clinic and have models register online. *Due to time constraints, we are capping clinic registrations at 30 models.*

**NOTE:** When a model registers, you will receive an email notification of their registration.

**ALL REGISTRATIONS MUST BE COMPLETED AND BY SEPTEMBER 30TH, 2020.**



## TO BE COMPLETED BY OCTOBER 17TH, 2020

The big day is right around the corner! At this point, we will have sent you a spreadsheet of all of your model registrations so you can contact your models. The following checklist will help you make sure you have everything ready the day of your See Me in 2020 Headshot Clinic.

- Contact your models and their guardians to schedule a time for their shoot.
- Once all your models have scheduled their time slot, print the schedule and bring it your clinic.
- Contact local talent agencies and news stations to let them know about your clinic.
- Create signage for your clinic so participants know where to find you.
- Bring snacks and water for your participants and their families.
- HAVE FUN!!!

## TO BE COMPLETED BY NOVEMBER 1ST, 2020

You did it! You successfully helped Changing the Face of Beauty change the world! Now that your clinic is over, there's just a few more things that need to be accomplished:

- Send all of your models a thank you for participating in your clinic and let them know that their hi-res images will be sent to them within the next 2 weeks. (There's an example email for you to use for inspiration later in this guide.)
- Get image download links from your photographer(s) and have them send to each of your participants.
- Have your photographer(s) send [clinic@changingthefaceofbeauty.org](mailto:clinic@changingthefaceofbeauty.org) an email with a link to all the photography from your event.



## **ADDITIONAL INFO:**

### **FINDING PHOTOGRAPHERS:**

The first step you want to accomplish is finding either one or more photographers for your event. These photographers would be donating their time and will not be paid. In return for their donation of time, the photographers are getting awesome media coverage for their involvement. They will also be making connections with families which can produce a ton of future business. Since these photographers will be donating their time, we ask that you respect the amount of time they choose to provide as well as provide them refreshments for their kindness.

As an example, one Headshot Clinic had four photographers donate a total of 22 hours (not counting editing and creating galleries afterwards). They each had one model every half hour: twenty minutes of pictures, ten for transition.

Make sure you agree on what they will do for each participant: previous photographers had agreed that each participant would get the digital rights for up to ten edited photographs. Work with the photographer(s) to work these details out. This number of photos will usually depend on how many photographers you have at the event.

Work with CTFOB to get contracts to your photographers and send request for background check info. Do this early on, if possible. It will make things less stressful as your event gets closer.

### **FINDING A LOCATION:**

Previous coordinators have picked an iconic place that represents their city, but photographers love any location that provides good lighting! We highly recommend hosting your clinic at a location that is still usable if there is poor weather. Since this is a one day event, we are not able to reschedule clinics. It's also important that the location has nearby restroom facilities. Once you have a list of possible locations, reach out to them to see if they would be interested in donating space for this AWESOME cause.

### **PROMOTE YOUR CLINIC AND FIND PARTICIPANTS:**

To promote your clinic, start by contacting all local disability organizations and ask them to share your event information. CTFOB will also help you promote the event via Facebook as well as our newsletter. A graphic will be created for your event to share with friends on your social sites! You can also Create an email distribution list in your email address book!

Send anyone who is interested the link to your CTFOB event page to have them sign-up as a participant for the event.

**Don't make the mistake of creating a FB Personal Message. Previous coordinators have sent a note to ten friends, and they added friends, who then added their own friends. This created a chaotic scenario where everyone's phones were constantly buzzing off the hook. Avoid letting that happen by getting email addresses or having them go to a created promotional Facebook page.**

## **KEEP YOUR PARTICIPANTS INFORMED:**

You will be bombarded by Facebook messages and emails from people who are already signed up and have questions, or are looking for more info before signing up. It's more efficient to cut them off at the pass by keeping them informed than field dozens of inquiries all day. You can do this by sending your registrants a preliminary FAQ email, or create a Facebook page for all registrants that you will be able to update with new pertinent information. You'll still be bombarded, but it won't be overwhelming! Here's an example of an update from one of our coordinators:

Hi everyone!

Just a quick note to share the attached press release that went out today to all Detroit TV, radio and newspaper contacts. Please feel free to share with your hometown newspapers in case you would like them to feature your child in a local story!

I also have a few updates:

**KATIE DRISCOLL:** The founder and director of CTFOB, is coming on Sunday from roughly 12-2!! She will be taking pictures and videos and distributing the t-shirts. If you are coming scheduled for Saturday, or later on Sunday I will get your t-shirts for you. Just shoot me an email with the shirt size you would like when you get a chance :)

**GROUP PHOTO:** We are hoping to do a group photo with as many of the models as possible on Saturday at 4pm. If you are scheduled for Saturday and are able to come back, please meet us back at the Belle Isle casino parking lot at 5:45pm. We may later move to a location for a skyline photo but will let you all know prior.

**TALENT AGENCIES:** I will be contacting top modeling and talent agencies in Detroit to invite them to attend. I will send you all information about these agencies in a future email in case you would like to submit photos from this shoot and get your little one involved in modeling or acting!

**OPEN SLOTS:** There are five slots still open, if you know someone that would love to participate. Feel free to forward them the relevant information so that they know what is involved and have them sign up if interested! Have them send me an email, as well, so I can keep them updated.

So looking forward to meeting all of you! Please email, text or call me if you have any questions or concerns or have problems locating the Belle Isle casino parking lot or group shot location this weekend. My cell # is xxx-xxx-xxxx.

Jennifer



## **SEND YOUR PARTICIPANTS A THANK YOU NOTE:**

Lastly, you are going to want to thank all of your participants as well as your photographers and anyone else who participated in this event. You might want to do this in separate emails to each of the groups. Here is an example email from one of our previous coordinators:

Hi!

First of all, a huge THANK YOU to everyone who showed up to make the photo shoot so amazing this weekend! It was such an incredible two days and I feel so privileged to have met so many of you. My Facebook news feed is blowing up with pictures of your gorgeous children and my face hurts from smiling!

**PICTURES:** The photographers told me the turnaround for pictures will be between 1-2 weeks. Will be in touch as soon as the edited albums are finished!

**AGENCIES:** Here is contact information for the top casting and modeling agencies in Detroit:

Productions Plus:  
30600 Telegraph Road  
Suite 2156  
Bingham Farms, MI 48025  
(248) 644-5566 Phone  
<https://www.productions-plus.com/>

Affiliated Group - Gail & Rice  
30700 Northwestern Highway  
Farmington Hills, MI 48334  
TEL: 248) 799 5000  
[entertainment@gail-rice.com](mailto:entertainment@gail-rice.com)  
[newtalent@gail-rice.com](mailto:newtalent@gail-rice.com)

These agencies are safe and legitimate. PLEASE do not take your children to any agency that asks you for money up front! This is a scam. Agents take a percentage of whatever your child earns and, under no circumstances, should ask you for money - unless it is to pay professional photographs, which you will already have. I'm not sure if things have changed over the years but there may also be an up front expense to have composite cards, or "comps", printed. Hoping most of that is done online now so you can save your money!

Please consider signing your children to agencies so local businesses have the option of hiring them! Every single one of them did a rock-star job for the photographers!

Jennifer

**THANK YOU FOR YOUR INTEREST IN HOSTING A SEE ME IN 2020  
HEADSHOT CLINIC! WE LOOK FORWARD TO WORKING WITH YOU!**



## SEE ME IN 2020 HEADSHOT CLINIC ORGANIZER APPLICATION:

To apply to be a See Me in 2020 Headshot Clinic Organizer, please submit the below completed application as well as the photographer contracts included with this guide packet to [clinic@changingthefaceofbeauty.org](mailto:clinic@changingthefaceofbeauty.org)

### ORGANIZER:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

### PHOTOGRAPHER(1):

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Phone Number: \_\_\_\_\_

### PHOTOGRAPHER(2):

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Phone Number: \_\_\_\_\_

### LIST OF VOLUNTEERS:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Email: \_\_\_\_\_

### PHOTO SHOOT LOCATION:

Name of Location: \_\_\_\_\_

\_\_\_\_\_

Address of Location: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Handicap Accessible? (Y/N): \_\_\_\_\_

Please scan and email this completed form to [clinic@changingthefaceofbeauty.org](mailto:clinic@changingthefaceofbeauty.org)

**IMPORTANT:** We require each model to donate \$20.00 to participate. This will be collected at registration.

The photographer contracts must be signed before the event is launched. We carry the insurance for the shoot and location.

